

SUSTAINABLE MORGAN HILL



Vision

To sustain a safe, inclusive, socially responsible, environmentally conscious, and economically sound community.



Choose Morgan Hill

The City of Morgan Hill is the best community for people to live, work, visit, and operate their businesses.



City Council Ongoing Priorities

- Enhancing Public Safety
- Protecting the Environment and Preserving Open Space and Agricultural Land
- Maintaining and Enhancing Infrastructure
- Supporting our Youth, Seniors, and Entire Community

- Fostering a Positive Organizational Culture
- Preserving and Cultivating Public Trust
- Preserving our Community History
- Enhancing Diversity and Inclusiveness
- Advancing Regional Initiatives



2022-2023 Strategic Priorities

- Fiscal Sustainability
- Affordable Housing and Homelessness
- Community Outreach, Engagement, and Messaging

- Economic Development
- Transportation



These strategic priorities were established prior to the COVID-19 pandemic. In light of recent events, we recognize that all of these goals and priorities will be viewed through the lens of the global pandemic, and we will continue to have equity, public health, and financial responsibility in mind.

STRATEGIC PRIORITIES

Fiscal Sustainability

The City will continue to be financial stewards of its resources and assets to ensure long-term fiscal sustainability. Through the upcoming biennial budget development process, the City, within the fiscal sustainability path, will prudently carry out the City Council's priorities, while maintaining adequate fund balance reserves. The City will continue to explore new or expand existing revenue sources to address the City's unfunded needs and liabilities.



Continue community conversations about services, funding, and priorities



Employ a sustainable budget strategy



Prudently enhance Public Safety services, including staffing the third fire station and additional police officers and equipment, as well as maintain and enhance the City's infrastructure

Affordable Housing and Homelessness

Morgan Hill will continue to improve, preserve, and develop safe, quality, rental and ownership housing for residents at all income levels. To the extent possible, the City will respond to and reconcile new housing initiatives and legislative mandates. The City will explore opportunities to respond to changes that are beneficial to the community as well as compliant with the law.

The City of Morgan Hill will collaborate with Santa Clara County and the City of Gilroy to continue to build a South County unhoused response system that integrates County Safety Net Services and provides rapid response to people in need. The City will continue to employ a balanced approach, offering resources and referrals to services, partnering with the faith-based community and non-profits to create appropriate local service points, while also utilizing code compliance to protect private and public property.

- Develop and implement a local unhoused strategy to serve Morgan Hill's unhoused resident population
- Engage the community to participate in the Housing Element Update of the General Plan to respond to new production mandates
- Seek out partnerships with non-profit housing developers to create new housing opportunities directly aligned with the City's "fair share" Regional Housing Needs Allocation (RHNA)
- Engage the community in decisions about how to accommodate new housing and continue to update design criteria which guide quality development
- Work with the non-profit owners of affordable units to rehabilitate and extend the life of vital housing supplies
- Continue to respond to the new and proposed housing legislative and policy matters to the benefit of the community

STRATEGIC PRIORITIES

Community Outreach, Engagement, and Messaging

The City's Communications, Outreach, and Engagement Plan defines the messages, priorities, strategies and tools the City will use when communicating with the community. Through the Plan, the City will tell the Morgan Hill story and work to build trust with the community and ensure that we provide effective engagement. Through effective application of communication strategies, the Plan will ensure that all City Council Members, Commissioners, and teammates have the tools to provide accurate, timely, and relevant information to the community. The Plan aligns communication resources with the goals to set clear communications expectations for the community, ensuring that the City can continue providing excellent services that reflect the strength of the City's outreach initiatives while supporting the implementation of the City Council's strategic priorities.



Encourage community engagement through audience-appropriate two-way communication, and ensure opportunities for constructive feedback



Share accurate, non-biased information promptly through a variety of communication channels



Work directly with the Council, staff, and community partners to ensure communication and outreach efforts, objectives, and outcomes align with the strategic priorities and promote community understanding



Keep City teammates informed and involved in public dialogue to aid in telling the Morgan Hill story

Economic Development

The City's Economic Development efforts will focus on implementing the Economic Blueprint strategies and actions in the areas of healthcare, innovation, retail, and tourism, to help build long-term fiscal sustainability and improve quality of life for residents. This will be achieved by attracting jobs and commercial investments, which generate revenues to support general City services, improve access to fast and reliable wireless connectivity, and increase telecommunications infrastructure.



- Complete an Industrial Land Preservation Policy
- Implement Downtown projects and programs that support outdoor living, including updating the Parklet Program, managing the Al Fresco Program, managing and improving parking supply, and launching a Property Based Improvement District
- Implement an Economic Development Outreach and Education/Awareness Campaign focused on attracting advanced manufacturing, office, innovation, and medical users
- Manage incentive programs such as the Auto Dealer Incentive Policy and the Fee Freeze Program to attract investment that brings jobs and revenue to the community

STRATEGIC PRIORITIES

Transportation

The City has clearly identified traffic and transportation issues facing Morgan Hill as regional in nature. Morgan Hill will continue to partner with the City of Gilroy to advocate for improvements and funding for the South Santa Clara County Transportation Corridor. The City will actively advocate on regional transportation planning issues. Locally, the City will prioritize funding for Vision Zero safety strategies over congestion management. The City will take actions to implement its goal to create a culture that prioritizes safety, creates livable streets, and seeks to eliminate traffic fatalities. Safety of pedestrians, bicyclists, drivers, and passengers is paramount.

- Complete construction of Hale Avenue Extension
- Advocacy will include:
 - Working with the Valley Transportation Authority (VTA), Caltrain, the County, the High-Speed Rail Authority (HSRA), and the State to enhance service, secure funding for transportation projects and road maintenance, and protect the community from negative impacts of regional projects
 - Expansion of Highway 101 between Morgan Hill and Gilroy to reduce pass-through traffic and improve commute traffic for South County residents
 - Electrification of commuter rail from San Francisco to Gilroy
 - Funding for priority projects in the South County
- Advocate for grade separations and the design of a Downtown station and emergency response design solutions for the HSRA project
- Advocate for paratransit and transportation for older adults

